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 LIBRARY OF CONGRESS 0 029 767 475 4	2002B	8	TL515 no. 29-36 (1914-Undated)
 LIBRARY OF CONGRESS 0 029 767 476 6	2003	28	TL515 no. 1-28 (1784-Undated)
 LIBRARY OF CONGRESS 0 029 767 477 8	2004	8	TL521.C5— TL521.N24
 LIBRARY OF CONGRESS 0 029 767 478 A	2005	16	TL526.G3— TL526.G7A2
 LIBRARY OF CONGRESS 0 029 767 479 1	2006	23	TL526.I8 no. 1-23 (1918-Undated)
 LIBRARY OF CONGRESS 0 029 767 480 8	2007A	22	TL526.I8 no. 1-22 (1927-40)
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LIBRARY OF CONGRESS 0 029 767 487 0	2021A	49	TP548.Z9 no. 1-49 (1925-51)
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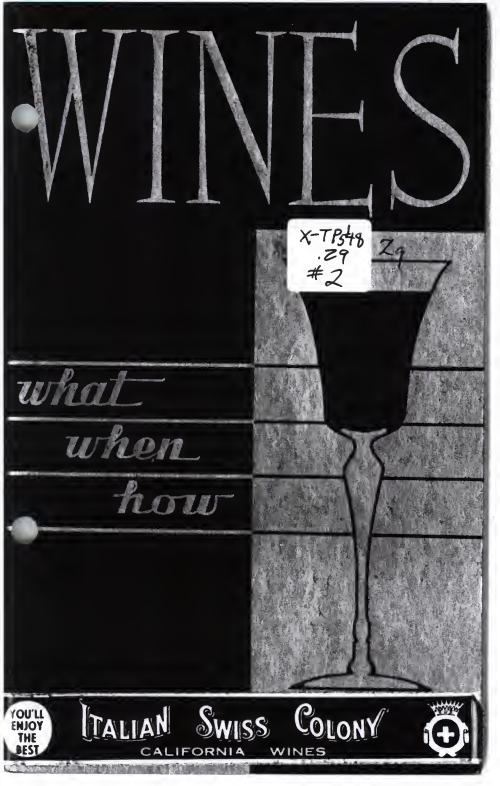
X-TP 548.Z9 #1

PORT * SHERRY * CHAMPAGNE

from

The Journal of the Dept. of Agr.,
of Victoria, Australia.

by F. de Castella


WINES
what
when
how
YOU'LL ENJOY THE BEST
ITALIAN SWISS COLONY
CALIFORNIA WINES

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.Z9
#2

Grape
From
The Standard Cyclopedia
Of Horticulture
By: L. H. Bailey

Pl. Path
#3

NOTES ON THE COTE D'OR

by

W. V. Cruess

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.Z9





Like many other California wineries, this one in the North Coast Region is vine covered, old, and picturesque. Old California wineries are usually run by old California winemaking families. (Right) Candlelight and wine. Candling in the Champagne cellar of a California winery—to test its clarity—one of the many processes which insure the high quality of California wines.

X-TP 548

Early California Wine Growers

By IRVING McKEE

Besides its missions, California had, at the close of the eighteenth century, four presidios, with *ranchos del rey*, at San Diego, Santa Barbara, Monterey, and San Francisco. In addition, there were three pueblos—San Jose, Los Angeles, and Branciforte (Santa Cruz)—and about a dozen scattered ranchos. All these were occupied by upwards of four hundred soldiers and settlers from Mexico, many with families.[1]

Almost as early as the padres, at least one layman engaged independently in the growing of grapes and, presumably, in making wine. This first secular viticulturist of record was no less a personage than Governor Pedro Fages. In 1783, half a league from his *casa real* at Monterey, he planted "600 fruit trees, among them pears, apples, peaches, grapevines, and others." For eight years, before he reluctantly took leave of California, Fages cultivated this orchard and vineyard at his own expense.[2]

Two other prominent laymen followed Fages in wine growing. The vinous labors of Sergeant Jose Maria Ortega date back at least to 1810. His father, of early fame in California as soldier and explorer, obtained the Refugio rancho near Santa Ynez about 1797, and young Ortega possessed a brandy still there before 1800. He and his numerous brothers tended the vineyards of La Purisima Mission (Lompoc) in 1810 and afterward they were commonly supposed to be "confidential agents" of the friars in illegal trading activities. Visiting Refugio in 1829, Alfred Robinson noted "three or four large buildings, several gardens or vineyards, and a few fields of corn, wheat, and beans."[3]

Some time between 1795 and 1815, but probably nearer the later year, Doña Marcelina Felix Dominguez of Santa Barbara planted a truly fabulous vine at Montecito—thus becoming the first known woman wine grower of California. By 1876, when it died and was exhibited at the Philadelphia Centennial, this vine measured 56 inches in circumference at its base and covered an arbor with dimensions of 115 by 78 feet; in favorable seasons it had borne as many as four tons of grapes. Before her own demise in 1865 at the approximate age of 105, Doña Marcelina won fame as "La Vieja de la Parra Grande" (The Old Lady of the Big Grapevine), and it was reported that her many children had in large part been nourished by the single vine.[4]

That this fruitfulness was typical of the pueblos and presidios generally is suggested by the French traveler, Duhaut-Cilly, who observed in 1827 that Californians possessed herds, vineyards, and gardens providing abundantly for their tables. Wine-growing statistics before 1840, however, are extremely scarce. The total municipal tax collected on wines and brandy at San Francisco was apparently $174 for 1821-4 and $24, 1829-30; San Diego, $449, 1826-8; Los Angeles, $439, 1829, and $321, 1834; Monterey, $1,379, 1829; and Santa Barbara, $64, 1838. These figures represent the proceeds of a tax of $10 per barrel of domestic brandy and $5 on wine, but almost all that was produced by the padres and much made by laymen undoubtedly escaped the levy.[5]

Monterey, then the capital, may have collected the most taxes, but Los Angeles led in wine growing. Record survives of a large vineyard planted in the southern pueblo about 1805 which averaged two and a quarter gallons of juice per vine fifty-five years later. Tithes collected on Los Angeles grapes in 1820 amounted to 1,300 quarts, presumably of wine, indicating a secular production of at least 325 gallons that year. Prefect Payeras, perhaps concerned by a challenge to the missions' monopoly, the same year exhorted the citizens of Los Angeles to give attention to products other than wine and brandy. When mission brandy was placed on sale to procure funds for a pueblo church, Payeras noted with mingled feelings that the Angeleños drank immense quantities in their zeal for spiritual welfare.[6]

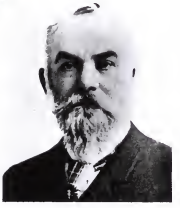
The first identifiable wine grower at Los Angeles was Joseph Chapman. One of the earliest American immigrants, Chapman occupied himself as a jack-of-all-trades at Santa Ynez and San Gabriel, 1820-30, becoming a close friend of Padre Sanchez and other friars. With mission lore and mission plants, Chapman laid out four thousand vines at Los Angeles between 1824 and 1826. He did not remain there long, turning up as a resident of Santa Barbara in 1836, but his fame as the first American wine grower in California is secure. It may be assumed that in the normal course of events the first California vintage produced by an American was dated about 1827. Chapman was followed in Los Angeles by a Frenchman, Louis Bouchet, around 1829; by a Hollander, Juan Domingo, soon afterward, and then by three more Americans—William Logan (1831), William George Chard (1832), and Richard Laughlin (about 1834).[7]

As a visitor saw it, the chief crops at Los Angeles in 1827 were maize and grapes; four years later the pueblo had an estimated 100,000 vines growing on more than one

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Three Wine-Growing Senators

By IRVING McKEE



JAMES GRAHAM FAIR
Photo, California Historical Society

One of the most conspicuous coincidences in California's colorful history involves wine growing and three United States Senators. Each played an outstanding part in building the State, each accumulated an impressive fortune, each represented California in the Senate in the 1880's, and each devoted a great deal of his energy and resources to California wine growing. All three died between 1891 and 1894, leaving monuments which loom large today.

James Graham Fair, forty-niner and Comstock millionaire, is commemorated by the renowned Fairmont Hotel in San Francisco. Back in the '80's Fair invested a substantial portion of his capital in a large vineyard and winery on the Petaluma River between Black Point and Lakeville. The property included the first continuous brandy distillery on the Pacific Coast. By 1894, the year of the owner's death, the Fair Ranch was producing three hundred thousand gallons of wine and brandy annually. In California wine growing, Fair had seen an even vaster source of wealth than that represented by his mines. "With wine selling from 20 to 50 cents a gallon," the Senator told Hubert Howe Bancroft, the historian, "a man can afford to pay $100 to $150 for land an acre. . . . There will always be a market for wine."[1]

The same faith was shared by George Hearst, miner, capitalist, and founder of the San Francisco morning *Examiner*. About 1885 Hearst acquired the Madrone Vineyard of four hundred acres at Glen Ellen, near Agua Caliente in Sonoma County. The previous owner, E. T. Shepard, former U. S. Ambassador to China, had, a short time before, planted Madrone's rolling land to table wine varieties and had erected a small stone winery. Phylloxera devastated the vineyard a few years later. But, undaunted, Senator Hearst set out about 350 acres of Medoc and Gironde grapes grafted on blight-resistant stocks. Two cellars with a combined capacity of 240,000 gallons and a brandy distillery of ambitious proportions soon supplemented the original winery. Professor E. W. Hilgard, the University of California's noted authority on viticulture, visited Madrone and pronounced it "capable of growing the finest wine grapes in the world." During his term of office at Washington, which lasted until his death in 1891, Senator Hearst advertised the vintages by constantly serving them at his much-frequented table. When California wine growers were afflicted by overproduction and low prices between 1887 and 1891, Hearst strongly advocated improved quality, with each grower bottling and marketing his own product, as the best remedy. The Madrone Vineyard exists today under other proprietorship, but George Hearst's advocacy of wine as a temperate table beverage survives in the policies of the *Examiner* owned, among other papers, by his son, William Randolph Hearst.[2]

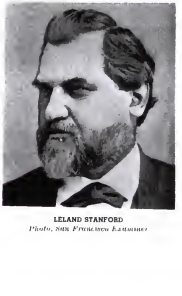


GEORGE HEARST
Photo, San Francisco Examiner

But, by far the foremost of the three Senatorial wine growers was Leland Stanford—railroad builder, Governor, and founder of Stanford University. Stanford's association with the grape and its products dates back as far as 1869, when he purchased a square mile of land at Warm Springs near Mission San Jose. Soon after his brother, Josiah Stanford, planted 350 acres of vines there, constructed a winery with a capacity of five hundred thousand gallons and, by 1881, was operating a brandy distillery. Warm Springs remained the Senator's property until after 1882, and large quantities of its wines, labeled "Stanford," were sold by George T. Snow, Agent, at 210 California Street, San Francisco. Before 1889, however, Senator Stanford deeded the Warm Springs vineyard to his brother. Encouraged by Josiah's success and affirming his belief that California was the world's best wine country, he had embarked upon a much more extensive enterprise.[3]

This was Vina, in Tehama County. Originally a tract of approximately twenty-five thousand acres along the upper Sacramento River, Vina had been granted by the Mexican Government to Peter Lassen in about 1845. Lassen was an almost legendary Swede, now appropriately commemorated by the name of the great volcanic peak of the Sierra. Not the least of his exploits was the setting out of Mission grapevines, carried on horseback along the five-hundred-mile trail from Los Angeles to Vina, around 1850. Lassen's vineyard embraced only a few acres, but it proved to be a notable beginning. Upon the death of the redoubtable Swede in 1855, Vina became the property of Henry Gerke, a practical wine grower hailing from Germany. Gerke not only introduced choice European grape varieties to Tehama County, but built the finest wine cellar in that section of the State, with a storage capacity of one hundred thousand gallons. By 1869 Gerke had a hundred acres in vines and was distilling a good grade of brandy. His "California Hock" quickly acquired a solid reputation in San Francisco.[4]

Upon Gerke's retirement in 1881, Senator Stanford acquired nine thousand acres of the Vina grant, including the original vineyard and winery; subsequently, Stanford



LELAND STANFORD
Photo, San Francisco Examiner

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SELECTIVE BIBLIOGRAPHY OF WINE

A condensed list of books, articles and other publications generally regarded as authoritative, covering various aspects of wine, its by-products, uses, regulation and taxation.

Revised to February 1, 1947

WINE INSTITUTE
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H. A. Caddow, Secretary-Manager

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THE
WINE OF
APHRODITE
Vine & Earth
Strathspey, South Africa
July 1st/

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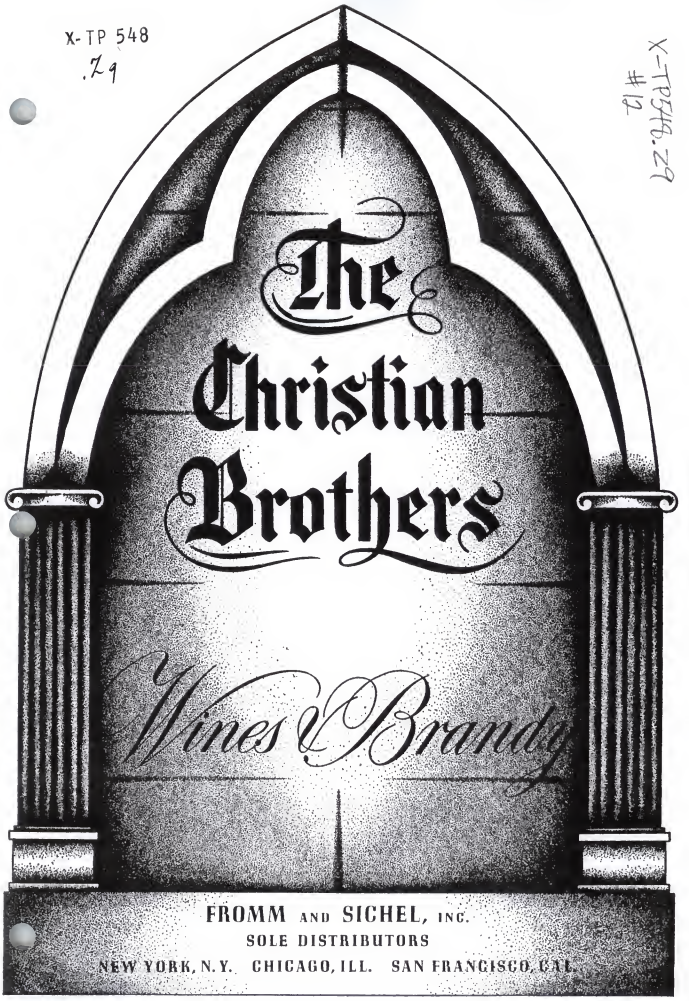


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REPORT OF THE COMMISSIONER OF
PATENTS.
THE GRAPES & WINE OF
LOS ANGELES
By Matthew Keller

For The Year 1859

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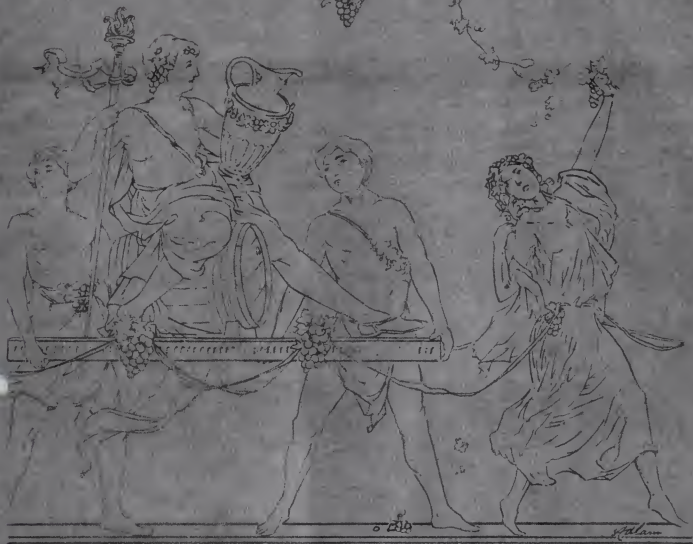
BY WILSON FLINT, SACRAMENTO, CALIFORNIA.

U.S. Dept of Agriculture Report
1863

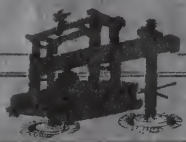
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WINE



for
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REPORT OF THE COMMISSIONER OF PATENTS

FOR THE YEAR 1856.

AGRICULTURE.

31#

WINE

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WINE. Wine is the naturally fermented juice of fresh, ripe grapes. The term "wine" is sometimes used in connection with other products of the soil to denote a beverage made through fermentation, as in *fruit wine, citrus wine, apple wine* and *raisin wine;* but standing alone it can only mean what André L. Simon has called "the living blood of the grape."

Wine is, indeed, a living thing, brash in its youth, full-blossoming in its maturity, but subject, if not used in time, to senility, decay and death. It is gregarious, appearing at its best in the company of food, and as a constituent of food; and in the society of moderate men and women, priming their wit, assisting at their worship, and serving as a medicine for some of their ills.

HISTORY

Most of the world's wines come from varieties of a single grape species, *Vitis vinifera,* which probably originated around the Caspian sea and was carried thence into all continents. (*See* GRAPE.) The actual birthplace of wine is not known, but there is evidence that wine was being produced in Egypt about 2400 B.C. and in China before 2000 B.C. A picture of winegrowing in Asia Minor in Biblical times is found in both the Old and New Testaments.

From Asia Minor winegrowing spread, with civilization, to the shores of the Mediterranean. Hesiod, writing in Greece during the 8th century B.C., gave directions for care of the vine; eventually Greek handbooks on wine appeared. The Phoenicians took the vine into France about 600 B.C. The Romans are believed to have borrowed winegrowing from the Greeks, along with the Greek god of vines and vintages, Dionysus, renamed Bacchus. Horace praised an *ardens falernum* of the vintage year 121 B.C. Pliny, during the time of Christ, distinguished 50 different kinds of wine.

After Caesar's conquest of Gaul the Romans established wine production as an important agricultural pursuit in western Europe. Every country along the Mediterranean produced wine, principally for table use; among the Greek and Latin nations wine became, what it is for them today, the universal mealtime beverage. Minstrels sang of it and literature abounded with it. Debts and taxes were often paid in part with wine.

Great Britain's rise as a maritime power is partly traceable to the demand for wines; in the 14th century King Edward III and his wealthier subjects increased the number of their ships and sent them in protected convoys to Bordeaux for wine supplies.

Throughout the middle ages the church was the greatest single factor in the spread of vineyards and development of wines. Some of today's most famous European vineyards were established by religious orders centuries ago. The hand of the church was felt later in some of the newer wine-producing areas; in California, for example, viniculture was started in the years following 1769 by Franciscan priests.

METHODS OF PRODUCTION

The life of wine begins with fermentation, and this starts soon after the skins of the grapes are broken. This may be done either by mechanical crushers or by treading in troughs or vats as in some old world wine regions.

Vinous Fermentation is the phenomenon wherein the natural sugar in the juice of the grapes is converted into the preservative, alcohol, and other substances, most of which are essential in the wine. Wine grapes contain, when ripe, from about 12% to 30% of natural grape sugar, 70% to 85% of water and many acids, minerals and other constituents whose presence in varying quantities helps to produce the variations in body, colour, taste, aroma and bouquet of wines.

The fermentation is caused by the catalytic action of enzymes of living micro-organisms called *Saccharomyces ellipsoideus,* or wine yeasts. Strains of these yeasts, varying with differences in grapes and in vineyard soils, collect at vintage time on the skins of all ripe grapes, ready to begin the catalysis when they are brought into contact with the juice, as in crushing. Normally they deposit in sufficient quantity to ensure a proper fermentation despite any contrary efforts by other forms of yeast that may appear. Wine makers consider it beneficial, however, and for some operations essential, to employ cultivated strains of wine yeasts that have proved their efficiency. In Europe and the Americas, moreover, it is almost universal practice to inhibit spoilage bacteria and wild yeasts by adding a small amount of sulphur dioxide to the juice, or *must.*

The chemical action in fermentation is usually explained as the breaking down of each molecule of grape sugar, $C_6H_{12}O_6$ (consisting of 6 atoms of carbon, 12 of hydrogen and 6 of oxygen), into 2 molecules each of ethyl alcohol, C_2H_5OH, and carbon dioxide, CO_2. In thorough fermentation the grape sugar is converted into almost exactly equal portions of ethyl alcohol and carbon dioxide, with small amounts of glycerine, succinic acid and other substances; in the production of most kinds of wine the gaseous carbon dioxide is allowed to bubble off freely. During and after fermentation other constituents of the new wine react, producing esters and higher alcohols.

The alcohol content resulting from fermentation is governed by the sugar content of the juice and by other factors. As a rule, normal fermentation produces an alcohol content of not more than 12% to 14% by volume, and, since wine grapes grown in the cooler portions of the world do not, on the average, have a sugar concentration capable of yielding more than that, 14% alcohol by volume is commonly viewed, by tax and regulatory bodies, as the maximum for table wines, which usually are thoroughly fermented, or "dry."

Completely fermented wines somewhat higher in alcohol are possible in warmer regions, where the grapes develop more sugar, and also in a few of the cooler regions where the presence of favourable moulds permits the picking and fermenting of grapes after they have passed ripeness and lost some of their moisture through evaporation. Ordinarily in these cases, however, part of the sugar is left unfermented, to lend sweetness to the wine.

Some strains of yeast exceed others in their ability to survive in the increasing concentrations of alcohol they help to create. While sugar above a certain concentration will retard fermentation or prevent it entirely, it has been found possible, by using special yeast strains and adding small quantities of condensed must to the normal juice at intervals, to continue fermentation

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The oldest winery in California, dating back to 1771, is this little building in the rear of old Mission San Gabriel, California. Under this shelter, on stone floors which are still intact, Indians under the direction of the Mission Padres pressed the juice from grapes to make wine. At one time San Gabriel Mission was the largest winery operating in California with three wine presses and eight stills for making brandy. Wine presses and stills are still preserved in the State Museum at Exposition Park, Los Angeles.

Mission Wine Commerce

By IRVING McKEE

▶At first the missions had to depend for wine and brandy on importations from Mexico and Lower California. The original expeditions of 1769 brought vinous products, and in 1774 the supply ship *Santiago* carried four barrels of wine and brandy. In connection with imports the topic of regulation and even prohibition first arose publicly, and for a familiar reason—excesses in the use of spirits. The California governor disapproved of free trade with Mexico in 1791 because soldiers were sacrificing useful articles for luxuries, especially liquors, and in 1799 the introduction of mescal was limited to two barrels for each mission. From time to time special regulations for the sale of liquors to soldiers and settlers were promulgated, Indians always being denied the right to buy.[1]

At least eighteen barrels of brandy from Lower California missions were delivered to San Diego, Santa Barbara, and Carmel in 1799. In 1802 a duty of six dollars (Mexican) per barrel was imposed at the Monterey port of entry, and occasionally it was collected. More pertinently for the wine industry, the commandant at Santa Barbara presidio, Capt. José de la Guerra y Noriega, twice recommended to his superiors, in 1822 and 1827, that heavy taxes be levied on foreign liquors in order to encourage local wine-growing. One year, 1824, all importation was made illegal; then in 1827 twenty dollars was assessed on each barrel of imported brandy and ten on wine. The tax became a dollar per gallon of foreign brandy and fifty cents on wine in 1834.[2]

In general the missions made, used, and sold wine and brandy without government limitation. At first they exchanged these commodities merely among themselves, but soon they began to trade with *rancheros* and fur hunters. As early as 1795 two barrels of wine were shipped from Santa Barbara to Monterey, San Miguel contributed wine and wool for troops' subsistence in 1815, and the same year Padre Zalvidea of San Gabriel offered Capt. Guerra y Noriega a barrel of ordinary wine and a keg of muscatel. Domestic brandy was taxed $5 per barrel and wine $2.50 in 1827, but it is highly doubtful if the friars had to pay the tax. Five southern missions (San Gabriel, San Fernando, San Juan Capistrano, San Luis Rey, and San Diego) donated ten barrels of brandy, 1810-22, to help erect a church at Los Angeles pueblo, and Zalvidea sent a keg to San Luis Obispo in 1832 to be filled, the wine at San Juan Capistrano having soured. The following year William Heath Davis saw thriving at San Francisco a type of wine trade which was to grow considerably: "I visited the Mission . . . and drank as fine red California wine as I ever had since, manufactured at the Mission from grapes brought from the Missions of Santa Clara and San José."[3]

In those turbulent mission times the market was far from steady. The provincial government priced brandy at 75 cents a pint in 1782. According to invoices of 1801-10, brandy fetched 53 per gallon and wine all the way from 60 cents to $2.50. Padre Sanchez of San Gabriel pointed to "the recognized qualities of the mission wine" in raising his prices from $20 and $25 to $40 per barrel in 1818. The next year seven barrels of mission brandy were sold for $575.81, or $82.26 apiece.[4]

Inevitably as their wine trade grew, the friars became involved in charges and counter-charges. In 1798 a disaffected member of their brotherhood complained at Mexico that, among other misdeeds, the padres were buying and personally consuming inordinate quantities of wines and liquors. President Tapis at Santa Barbara, 1800, contended in reply that his *missioneros* were unflinchingly temperate, adding a humorous and revealing charge of his own: "Never was *mescal* purchased from the ships of San Blas. Nor do we consume more wine and brandy than is sent from Mexico, that is to say, one barrel of each kind. One year the wine coming from Mexico had turned sour. In order that they could celebrate holy Mass, the Fathers procured a jugful of wine from the comandante. This quantity weighed twelve pounds. For this the Mission had to pay fifteen dollars! . . . We never have gone to his storehouse in order to provide ourselves with a drink; . . . we would not lay out $1.25 for one cuartillo."[5]

And in 1821 Governor Sola accused the padres of smuggling in liquors and other merchandise on the pretext of receiving necessary, and therefore tax-exempt, mission supplies. How true this was cannot now be determined. But the missionaries did not always attempt to evade government levies: It is of record that Prefect Payeras planned in 1820 to export, tax paid, various products of the southern missions, including oil, tallow, woods, soap, and wine. In 1822, Spanish rule and the prohibition of exportation having been terminated, Payeras contracted with a British company established in Peru for three years' commerce in many mission products, among them wine and brandy. This business, the first regular exportation of California wine, throve for "some years"; the export duty, first levied in 1823, was 6 per

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X-TP 548

One Hundred Years of American Champagne

By Paul Fredericksen, Wine Institute

America has now passed the 100-year mark in the production of that popular and festive wine called champagne.

A study of records shows that it was in the spring of 1847 that successful production of sparkling wine by secondary fermentation, as in France, was begun in the United States. The first producer was Nicholas Longworth of Cincinnati, grandfather of the late Speaker of the U. S. House of Representatives.

From Longworth the idea spread quickly to his near neighbors in Ohio, and then went farther afield. It has now been established that white sparkling wines were produced in California by 1855, in Missouri by 1857 and in New York State by 1863. These four states, and especially New York and California, produce the great bulk of champagnes and other sparkling wines that Americans use. Other important producing states are New Jersey, Michigan and Wisconsin. In the United States, the use of foreign sparkling wines now runs far behind home brands.

Dom Perignon's Example

Champagne was, of course, originally developed in the Champagne area of France. To Dom Perignon, a Benedictine Monk, cellarer of the Abbey of St. Peter at Hautvillers, is generally given the credit for introducing perfectly clear champagne. That was some time between 1670 and 1697. Even before that, attempts had been made, with varying degrees of success, to grow wine along the Atlantic seaboard of America. But it remained for Longworth, about a century and a half later, to attack the problem of American champagne.

Early champagne efforts in this country were marked by both luck and pluck. Longworth, first a lawyer and then a rich man of property, had started raising grapes and wine in the 1820's with the aid of tenant farmers from Germany. Under his wine-growing leadership, the Ohio river land in the vicinity of Cincinnati became known as the "Rhine of America."

Finding, as others had, that grape vines from Europe would not flourish in the Eastern States, he turned to native or hybrid varieties. He became particularly attached to the Catawba, a grape reported to have been found growing wild near Asheville, N. C., about the year 1802.

Longworth's Surprise

The Catawba, transplanted to the banks of the Ohio, produced a still wine that the poet Longfellow praised in verce. Longworth used it in his winery year after year. One day in 1842 he reached into a bin and brought out a bottle for sampling. He drew the cork and poured some of the wine into a glass. To his surprise, it seethed and sparkled with tiny carbonic acid gas bubbles that had developed and become imprisoned in it.

Longworth poured more glasses, tasted the sparkling drink with "competent judges" of "Champagne wine," as he wrote later; they pronounced this product of accident "the best they had ever drank."

What followed is best told in Longworth's account written to the United States Patent Commissioner on Dec. 3, 1847:

"My success was the effect of chance, without skill, and I could not succeed in my second attempt. But it induced me to erect a building for the manufacture of Champaigne, and to send to Champaigne in France, for a skillful wine cooper.

"I succeeded in obtaining one two years since, but he has drowned in the Ohio a few days after his arrival.

"I now have a second manufacturer, who learnt the manufacture in Champaigne, and was for the past few years employed in the resuscitating imported Champaignes in the city of New York. He commenced the manufacture last spring."

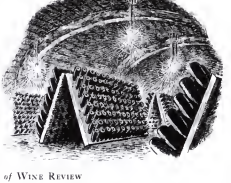
A Year of Suspense

From this letter it is clear that the production of champagne in this country was placed in experienced hands (by early 1847). When he penned this letter Longworth was not, however, sure of success. He wrote about his Champagne maker:

"As he deems his wine unfit for use till it has been a year in the bottle it will not be ready for use until next spring. The skill of my wine cooper is therefore to be proved."

The Cincinnati producer did not entrust the whole outcome to this one expert. He wrote: "If he fails, I shall obtain a new manufacturer, and if I fail on a second trial to equal the best imported, shall abandon the experiment. I have full confidence of success."

The name of his champagne-maker was not stated in this letter of 1847. That is unfortunate, because when the Champagne was tasted, the following year, the man was found to have succeeded in his very first try. A wine committee from the Pennsylvania Horticultural Society, Philadelphia, went to the Cincinnati Horticultural Society's exhi-



Reprinted from June and July, 1947, issues of WINE REVIEW

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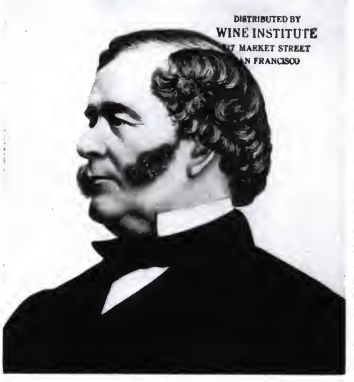
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VALLEJO

Pioneer

SONOMA WINE GROWER

By IRVING McKEE



General Don Mariano Guadalupe Vallejo was not only a central figure in the American conquest of California, the centennial of which was celebrated throughout the State in 1946, but he was also the first non-missionary wine grower in Sonoma Valley, and for at least twenty-five years he dominated the wine scene there.

The original cultivated vines of the valley, of course, had been the "more than a thousand" planted in 1824 by Padre José Altimira, Spanish founder of Sonoma Mission the year before.[1] It may be assumed that, in the normal course of events, mission wine was produced at Sonoma beginning about 1827. But seven years later Sonoma, like the other twenty California missions, was appropriated by the California (Mexican) government. The padres' vineyards and wineries, along with their other properties, fell quickly to wrack and ruin.[2]

Twenty-six years old in 1834, Vallejo was one of the two most influential men in California. Only the Governor could give him orders—and Vallejo's nephew, Don Juan Bautista Alvarado, was soon to be Governor. Vallejo was *commandante general* of the California army, a veteran Indian fighter, colonizer, and owner of about 44,280 acres around Petaluma. He ruled with unchallenged power the region now divided into Marin, Sonoma, Napa, and Solano counties.[3]

In 1834 and subsequent years, Vallejo laid out the pueblo of Sonoma. A two-story adobe building with a four-story tower, erected by Indian labor at the northeast corner of the plaza in 1836, did double service as the commandant's residence and his soldiers' barracks.[4] And the same year Vallejo took over Sonoma Mission's vineyard.

Replanted behind the historic edifice which still stands, the vineyard soon revived under Vallejo's energetic direction. By 1839, evidently, wine began to flow from the General's press, and two years later the yield was notable for the time and place. For Sir George Simpson of the Hudson's Bay Company thus testified to Vallejo's success as a wine grower at the end of 1841. "There is a small vineyard behind the house of about three hundred feet square, which, in the days of the priests, used to yield about one thousand gallons of wine. The General, on coming into possession, replanted the vines, which bore abundantly in the third season; and now, at the end of only five years, they have just yielded twenty barrels of wine and four of spirits, equal to sixteen more (barrels) of wine, of fifteen gallons each, or about five hundred and forty gallons of wine in all."[5]

At a time when the whole of Los Angeles County was producing only an estimated 45,000 gallons per year, and Santa Barbara a mere 700, this production was no mean achievement.[6] It was effected with the crudest possible methods, used by California *misioneros* for two generations. In illustration, Sir George Simpson gives a first-hand description: "We saw several ploughs at work, or rather at what expects to be called work in this country. The machine consists of little more than a log of wood pointed with iron, from the top of which rises in a sloping direction a long pole for the oxen, while an upright handle for the ploughmen is fixed to the unpointed end of the share, or, if possible, is formed out of the same piece of timber as the share itself. The oxen, as if to prevent even them from putting forth their strength, are yoked by the horns; and, considering that there are only two such animals to so clumsy a piece of workmanship, the topsoil is scratched to a depth of not more than two or three inches."[7]

The ground was marked off in squares, with a distance of two *varas* (about two yards) between the vines. Each shoot went into a hole two and a half feet deep.[8] A spring called "Lachryma Montis" ("Mountain's Tear") flowed about a mile away; through large wooden pipes hewn by the Indians the water supplied the pueblo and irrigated the vineyard.[9]

Indian labor was also a major factor in the winery, as an American named Edwin Bryant reported when he visited Sonoma in 1846.[10] Four posts were erected, each four feet high, forming a square two and a half feet each way. Over the tops of the posts a raw cowhide was fastened, hair down, with considerable sag in the middle. Into this went the grapes, followed by an Indian who mashed them with his feet. The juice was poured into a tub or leather bag, left "a few weeks" or "two or three months" to ferment, and then drunk as wine. A white variety resulted from the

EDITOR'S NOTE: In March of this year, The Champagne Cellars of Col. Agoston Haraszthy and his Buena Vista Vineyards were officially registered as State Historic Landmark No. 392.

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Jean Louis Vignes

★

California's Pioneer Wine-Grower

By Irving McKee, Ph.D
University of California



(El Aliso Vineyard—1865, Drawing by Vischer.)

Reprinted from the July and September, 1948 Issues of "Wine Review"

By IRVING McKEE *University of California, Berkeley, Calif.*

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Early California Wine Commerce

★ FOR ITS FIRST TWENTY-FIVE YEARS the history of California's extra-mission wine industry is a miscellany of traders' items and governmental pronouncements. Captain George Vancouver in 1792 exchanged a hogshead each of wine and rum for various supplies from the San Francisco presidio. In 1797 Habilitado General Manuel Cárcaba predicted a profitable exportation of California furs, hides, fish, grain, flax, and wine; and Governor Diego Borica called for intensive agriculture, with special attention to vineyards and irrigation. After taking note of complaints and abuses, Acting Governor Luis Antonio Arguello decreed in 1815, among other restrictions, that wines and liquors be sold only at presidios in unbroken packages; he limited retail prices to $1 per quart for brandy and 50 cents for wine at Monterey and to the north. The south, being a greater source of production, was held to 75 and 25 cents respectively. Complaints continued, and further regulations were promulgated. Governor De Sola in 1817 envisaged an abundance of brandies and oils for trade if more vineyards and olive orchards were planted.[1]

Although a large percentage of the secular yield of wines was not openly traded, the public schools (such as they were) at one time depended upon wine and liquor taxes for their maintenance. Bancroft tells the story of a public official of 1832 (unnamed and unlocated) who declined to pay the assessment levied on some barrels of brandy he had distilled; this inspired others to evade the law, and in consequence the schools were temporarily closed. Until 1834 the tax was $10 per barrel of domestic brandy and $5 on wine; that year, evidently to foster trade, Governor Figueroa lowered the rates to $3 on brandy, $2 on angelica, and $1.50 on other wines.[2]

Abuses kept pace with increasing production and led to more stringent regulation. A swindler named Gamboa y Caballero, operating between Monterey and San Luis Obispo in 1834, palmed off burnt sugar and water to unsuspecting Indians as brandy. "When they complained that there was no happiness in it," relates Bancroft, "he would say that he had kept it so long it had lost its strength." Abel Stearns of Los Angeles, trader in hides and liquors, sold William Day a barrel of sour wine in 1835; when Day applied for a refund, a quarrel ensued which resulted in severe injuries and a year in jail for Stearns. (Subsequently, however, Stearns became a reputable wine-grower in partnership with Alexander Bell, and ultimately "the largest owner of land and cattle in southern California.") Indians were involved in two other notable cases, the outcome of which is not recorded. Michael Gonzalez and other Santa Barbara tavern-keepers were charged in 1837 with selling liquor to the redmen, and three years later Juan Bandini, Abel Stearns' father-in-law and administrator of San Gabriel mission, was alleged to have compounded the offense: he not only dispensed brandy to the Indians but punished them for drunkenness.[3]

Nine Los Angeles retailers petitioned in 1838 for the privilege of selling wine and liquor on feast days, but the following year this was expressly prohibited. More encouraging for winegrowers was the government's decree of 1840, prompted by Gonzalez, forbidding the sale of all distilled liquors except grape brandy. Finally, most specific regulations were proclaimed by Acting Governor Pico in 1845 to protect winemen

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VER[illegible] 1

As A B[illegible]

By
Bernard [illegible]ritto.

If a man is making his living f[illegible] Vermouth, he will sell a lot of it. This is time of everyone concerned, i[illegible] grape grower to salesman. Every circumstance will lend him inventiver[illegible] and ingenuity. He will learn instinctively how to turn the news o[illegible]s day, the very time of the year, to good account. But to do this he must[illegible]ve complete faith in his product. From such faith all the rest will flo[illegible]

Promotional effort behind Verm[illegible] must be continuous and consistent. It cannot be a seasonal affair. It [illegible] employ all the known methods of selling; The salesman's personal contacts wit[illegible]alers, radio advertising, newspaper and magazine advertising, publicity, and [illegible]nally, the merchandising of all this to both the trade and consumers. All t[illegible], in turn, should have a central theme to give coherence to the program. If [illegible]y be personal, we at G & D have always in one way or another, based our app[illegible] on the slogan "Who said imported ? This is American."

Over the years we have, of co[illegible], built up a set [illegible] to judge selling methods. Perhaps [illegible] some hints [illegible] easier than it is already.

Any successful selling campai[illegible] has twin foundation stones - dealers and salesmen. When repeal was imminen[illegible] 1933, dealers were our first concern. We were immeasureably aided in select[illegible] them by the cooperation of newspapers in our territory. Salesmen came next[illegible]d their selection was not so easy as it can be now. A Vermouth salesman's [illegible]t valuable possession is his knowledge of his products - the grapes, the bas[illegible]dines, the herbs, the proper uses. When we started it was hard to find men wh[illegible]had kept this knowledge through the dry years. But we found them. Then, [illegible]ilding on this firm foundation, we began other forms of selling.

We have always believed str[illegible]gly in radio advertising, so strongly that at one time we devoted 75 % of our [illegible]propriation to it. The percentage is changed now; not because we are using re[illegible] less, but because we have increased our use of other media.

In radio we have develop[illegible] " rule of three" to guide us.

First, a wine program mu[illegible]ave a definitely established character, so that, whether it be news, comment, [illegible]usic, it will have attraction for regular listeners.

Second, a wine program [illegible]t not use high pressure selling. It must meet the desires of the informed, [illegible]histicated group who make up the natural wine market. It should also appe[illegible]o them at the relaxed, leisurely time of the day which is the ideal moment f[illegible]wine message to come. My belief is that the "heavy sell" is objectionab[illegible]o radio listeners. So our copy has been tailored to a more conservative patt[illegible] and is restrained throughout.

Third, the advertise[illegible] wine must be patient. He will seldom find that any commercial announcement, w[illegible]ner broadcast or printed, will produce an immediate

REPORT OF THE SECRETARY OF
X-iP 548 ARMY
.Z9 for
The Year 1866
Washington - 1867

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CALIFORNIA [illegible]UDIES

[illegible], W. Hilgard.

While in Northern Californi[illegible] brandy has thus far ben chiefly made of the pressed pomace, producing a somew[illegible] rank-flavored liquor, that of Southern California is mostly made from unpres[illegible] pomace, or crushed grapes from which the "first run" only has been taken, [illegible] is therefore on the whole superior, although made almost entirely from t[illegible] ission grapes. A few wineries in Northern California also distill thei[illegible] ower grade wines, in part at least made from foreign grapes, and put into the [illegible]arket excellent products. Ome establishment only, thus far, has mad[illegible] specialty of making high-grade brandies from wines especially prepar[illegible] for the purpose from grapes known to be adapted to this end, viz, that of Gen[illegible]al H. M. Naglee, of San Jose. The brandies so made contain, of course, [illegible]e minimum amount of the rank and fusil oils supplied by the pomace, which s[illegible]aterially heighten the deleterious effects of excessive use attributable [illegible]y their action on the brain.

* * * * * * * * * * * * * *

General Naglee, after a st[illegible] of the processes of brandy manufacture in the various districts of France [illegible]d for their product, concluded that it was possible to manufacture in Cali[illegible]ia better brandies than those of Cognac; The increased value of the wines ha[illegible] almost entirely done away with their distillation for brandy in France. [illegible]has, therefore, for nine years past, distilled brandies from young wine[illegible]de from various kinds of choice grapes, such as Charbono, Folle Blanche, Ri[illegible]ng, etc., using therefor a still specially devised, by means of which[illegible] frees the distillates from the fusal oil to any degree desired, and thus [illegible]oduces liquor as nearly free as possible [illegible] all but the finer favors, and [illegible]efore better adapted to BONA FIDE replacing advantageously [illegible] attainable in commerce, and capable of [illegible]

The price of such products must of [illegible]essily [illegible] daily beverage of strong liquor; and yet the reach of many of those who mak[illegible] such spirits would be less injuriou[illegible] than those now in ordinary use, at least to the same extent that corn whisk[illegible]is less fatal in its action on the brain and nerves than "absinthe," a comp[illegible]son of sure pure brandies with those now usually obtainable under the name [illegible]gnac" will generally result in the rejection of the latter by any cultivated p[illegible]te.

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#37

TP 548
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The House Of Seppelt

South Australia

Brochures

X-TP548.Z9
#28

VERMOU[TH] X-TP 548

As A Big Sell[er] .29

By
Bernard Davit[is]

If a man is making his living from Ve[rmou]th, he will sell a lot of it. This is true of everyone concerned, from gr[ape] grower to salesman. Every circumstance will lend him inventiveness an[d] ingenuity. He will learn instinctively how to turn the news of the d[ay] the very time of the year, to good account. But to do this he must have [com]plete faith in his product. From such faith all the rest will flow.

Promotional effort behind Vermouth mu[st] be continuous and consistent. It cannot be a seasonal affair. It must em[ploy] all the known methods of selling; The salesman's personal contacts with dealer[s] radio advertising, newspaper and magazine advertising, publicity, and, finall[y] the merchandising of all this to both the trade and consumers. All this, in [turn], should have a central theme to give coherence to the program. If I may be [per]sonal, we at C & D have always in one way or another, based our appeal on [the] slogan "Who said imported ? This is American."

Over the years we have, of course, b[uilt] up a set of principles by which to judge selling methods. Perhaps a short [discu]ssion of them will develop some [thing] can be made [of] [bigger sellers].

Any successful selling campaign nas[to] [its] foundation stones - dealers and salesmen. When repeal was imminent in 19[33] dealers were our first concern. We were immeasureably aided in selecting the[m] the cooperation of newspapers in our territory. Salesmen came next, and t[he] selection was not so easy as it can be now. A Vermouth salesman's most va[lu]able possession is his knowledge of his products - the grapes, the base wines[,] the herbs, the proper uses. When we started it was hard to find men who had k[nown] this knowledge through the dry years. But we found them. Then, buildin[g] on this firm foundation, we began other forms of selling.

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Second, a wine program must not use [hi]gh pressure selling. It must meet the desires of the informed, sophisticate[d] group who make up the natural wine market. It should also appeal to them at [a] relaxed, leisurely time of the day which is the ideal moment for a wine messa[ge] to come. My belief is that the "heavy sell" is objectionable to radio lis[te]ners, So our copy has been tailored to a more conservative pattern and is res[tr]icted throughout.

Third, the advertiser of wine must b[e] patient. He will seldom find that any commercial announcement, whether broadcast [or] printed, will produce an immediate

TP548-29
#30

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(California) (Wine)

Haraozthy, A.,
Wine-Making in California
9 page article, 10 woodcut illustrations.
From Harper's New Monthly Magazine, June, 1864.

DELLQUEST'S RARE BOOKS
5242 VINCENT AVE., LOS ANGELES 41, CALIFORNIA

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The Christian Brothers

CALIFORNIA

*Wines and Brandy**

Produced and Bottled by
Mont La Salle Vineyards

Owned and operated by
The Christian Brothers of California
NAPA, CALIFORNIA

Recipes and suggestions for the serving of Wines and Brandy

The Order of the Brothers of The Christian Schools was founded in France in 1680

**84 proof*

CB 168-5-PM

bottle of well-chilled Paul Masson California Champagne and 1 pint of sparkling water. Stir lightly and ladle into goblets, allowing for a few strawberries.



FRUITS WITH WINE OR BRANDY



WINE OR BRANDY, both made from the world's most noble fruit, the grape, have a natural taste affinity to most other fruits and help to bring out their flavor. Just pour a tablespoonful of The Christian Brothers Muscatel over fresh grapefruit, or sprinkle half a glass of Port or Muscatel over a quart of fresh strawberries. Add half a glass of The Christian Brothers Sherry or Burgundy to a can of peaches. For a special treat use The Christian Brothers Brandy instead of the Wines—according to taste.

Fruit in any form—fresh, stewed, frozen, canned—when flavored with Wine or Brandy, will enhance the culinary reputation of any hostess!



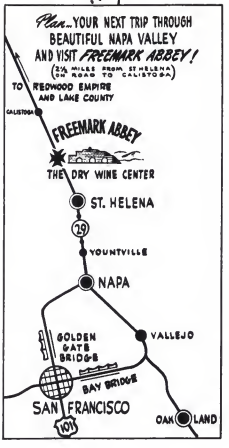
COOKING WITH WINE

USE WINE in the kitchen. It is a powerful and inexpensive flavoring agent, imparting to food a subtle and delightful flavor.

Baste any roast of beef, pork or lamb with half a glassful of The Christian Brothers Burgundy or Claret, baste a roasting chicken or baked fish with The Christian Brothers Sauterne or Chablis. To fish chowders and white sauces, add a tablespoonful or two of white table Wine or Sherry, the same quantity of red table Wine to meat gravies, goulash or dark soups.

Wine in the kitchen transforms food of everyday quality into an epicurean delight.

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Plan... YOUR NEXT TRIP THROUGH
BEAUTIFUL NAPA VALLEY
AND VISIT FREEMARK ABBEY!
(2¼ MILES FROM ST HELENA
ON ROAD TO CALISTOGA)
TO REDWOOD EMPIRE
AND LAKE COUNTY
CALISTOGA
FREEMARK ABBEY
ESTATE
THE DRY WINE CENTER
ST. HELENA
29
YOUNTVILLE
NAPA
GOLDEN
GATE
BRIDGE
VALLEJO
BAY BRIDGE
SAN FRANCISCO
OAKLAND
101

X-TP 548
.Z9



PLEASANT VALLEY WINE CO., RHEIMS, N. Y.

ORDER of October 2[illegible], 1941, by which is approved the Regulation Governing the Designation of Origin of "Jerez-Xerez-Sherry" and its Regulatory Council

The Regulatory Council of the designation of origin of "Jerez-Xerez-Sherry" presented to this Department a plan of Regulation in which it utilized the experience of six years of action, and solved the geographical questions, principally those referring to the difficult problem of determination of the zone of production of Sherry Wine -- such difficulty having been overcome by a practicable formula of unquestionable fairness and certainty, by virtue of which, the claims of the vintners of Huelva, Seville and Cordova have been protected, without prejudicing the interests of the vintners of the province of Cadiz.

There have also been adopted such means as are necessary to safeguard the production and sale of Sherry wine in order to avoid the exhaustion of the less of wine and the resultant loss of quality thereof.

After consideration of the projected plan it was approved unanimously by the representation from the various sections composing the Regulatory Council, therefore, in accordance with the decree of the General Secretary of the National Institute of wine and in conformity with the proposal of the Secretary of Agriculture,

This Department has approved the following

REGULATION FOR THE DETERMINATION OF ORIGIN OF "JEREZ-XEREZ-SHERRY" AND OF ITS

REGULATORY COUNCIL

Chapter I

Of the designation of origin of "Jerez-Xerez-Sherry"

Article 1: In accordance with Article 29 of the Decree of September 8, 1932, which became law on May 28, 1933, it shall be considered, for all legal purposes, that "Jerez-Xerez-Sherry" wine shall be that which has been traditionally so designated, consisting of the characteristics set forth in this Regulation, after having complied in its production and growth with all of the rules and regulations pertaining thereto.

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F32

A BERLINER RESEARCH SURVEY

ON

X-TP 548
.Z9
WINE

X-TP 548 #Z9

X-TP 548
.Z9 #35

WINE

ITS HISTORY, CULTURE AND MAKING



RHINECASTLE WINES PTY. LTD.
SYDNEY

X-TP 548
.Z9

CHAMPAGNE WINES. Champagne is a pale gold or straw-coloured table wine which has been made naturally effervescent through a second fermentation in a bottle or other closed container. It is the best-known of all sparkling wines (*see* WINE), having been developed to perfection through centuries in the former province in France from which it gets its name.

In France, but not normally elsewhere, the name Champagne is restricted to wine obtained from grapes grown in hillside vineyards within a rough triangle connecting Reims, Epernay and Châlons-sur-Marne. White table wines of a number of these vineyards, usually from Pinot noir, Chardonnay and Pinot blanc grape varieties, are blended together to combine their differing characteristics. To the blend are added a special Champagne yeast, and some sugar, either alone or in a syrup with aged wine. In the resulting fermentation carbon dioxide gas seeks to escape; but, blocked by the closed container, it becomes fixed in the wine, to reveal itself in the form of tiny, pungent bubbles, when the bottle is opened for use.

Either of two types of closed containers may be used to encase the fermenting Champagne. In the older, classic method, bottles able to withstand pressures of as much as 100 lb. per sq.in. are employed. Thick corks, held by steel clamps called agraffes, block the necks. The filled bottles are stacked horizontally in tiers and left so for a period of months, until the second fermentation completes itself.

Unwanted sediment is created during the fermentation, and, to remove this, workers place the bottles in racks, necks downward. Each day for months they lift each bottle slightly, twist and partly turn it. The repeated action, called "riddling," shifts the sediment along the glass until it comes to rest on the cork. At this point the bottle's neck is immersed in a freezing solution; the clamp is then released and the gas pressure forces out the cork and a small quantity of frozen wine, containing the sediment. This process is known as "disgorging."

Quickly, before much of the Champagne can be lost, a little sweet liqueur is added, the bottle is strongly corked, the cork is wired on, and, except for final aging, the effervescent wine is ready for use. The amount of liqueur added determines the degree of sweetness of the Champagne. A Champagne may be almost completely dry of sugar ("brut"), semi-dry (usually labelled "extra-dry," "dry" or "sec") or sweet ("doux")

The second, and faster and less expensive, way of producing Champagne is by the "bulk" process. In this, the wine has its second fermentation in large glass-lined tanks which may hold 50 or even 1,000 gallons. From these, after fermentation, the wine is transferred, under pressure, directly into bottles; the sediment is left behind in the tank or removed by a filter.

Outside of France, wines produced in the manner and possessed of the characteristics of Champagne may be sold under that label qualified with the name of the place of origin. When the "bulk" process has been used the governments of some countries, including the U.S., require that fact to be stated. (*See* WINE.)

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#35

HOCK

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HOCK, a name probably corrupted from Hochheim on the Main, near the confluence of that river with the Rhine, is used primarily in England to designate white table wines produced in the Rhine valley. Elsewhere it is also applied, as is the more frequently-encountered term *Rhine wine,* to any thoroughly dry, tart, light-bodied table wine of straw colour or slightly greenish hue. In at least some portions of the Rhine valley grape vines were started by the Romans, and Charlemagne found them flourishing around 800 A.D. Monasteries played a leading part in the development. Three of the most celebrated vineyards of the Rhine were founded by monks early in the 12th century, including that of Schloss Johannisberg, which Napoleon later was to seize as a prize.

The finest Rhenish hocks are from the Rheingau vineyards, situated in a limited area along the Rhine's right bank from Rüdesheim, opposite Bingen, to the juncture with the Main and taking in Hochheim. Here the highly developed Riesling grapes thrive under rigourous care, imparting to the best wines a fresh briskness combined with soft fullness and a distinctive bouquet. Sylvaner grapes are grown also, and at Rüdesheim the use of Green Orleans gives local wines a darker colour and a more fruity flavour.

On the Rhine's left bank, from Bingen to Mayence, and then on to Worms are the more extensive vineyards of the Rhinehesse. Here the wines, though sweet and full, are on the whole less celebrated. Besides the Riesling vines, which predominate, much Traminer, Kleinberger and Sylvaner and some Orleans are grown.

Further up the Rhine, south of Worms, the Rhinepfalz or Bavarian Palatinate favours mixed plantings of Riesling, Gutedel, Traminer and Sylvaner for early-maturing wines usually slighter than those of the Rhinegau or Rhinehesse. These, although boasting agreeable bouquet and other attributes of quality, are generally moderate in price.

There are other hocks, notably the Stein wines grown in lower Franconia, to the east of Hochheim, which are distinctive and in good years fine. They appear in squat, flasklike *bocksbeutels* instead of the slender bottles commonly used for Rhine wines.

Throughout the Rhine area viticulture is difficult. The soil is forbidding, the vineyards rise on slopes often so steep that even animals may not be employed to till the soil, and the seasons are sometimes too harsh to permit full ripening of all the grapes. Grapes from the same vineyard are gathered at various stages of ripeness, and if possible of over-ripeness, to produce various qualities of wine. In other viticultural areas of the world wines of hock or Rhine-wine type are produced largely from Rhine grape varieties. While in the eastern United States native grapes or crossbreeds are employed in the absence of Rhine varieties, in California the Johannisberger Riesling, Sylvaner, Traminer and Gutedel are favoured. (*See* WINE.)

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MOSELLE WINES

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MOSELLE WINES. The name Moselle is loosely applied to white wines from vineyards on both banks of the twisting Moselle river, from around Trier to near Coblenz, and along the Moselle tributaries, the Saar and the Ruwer. Although the area is not far from the Rhine, and some of the Rhenish methods of production are used (*see* HOCK), Moselle wines have characteristics of their own.

In this region the Riesling grape, most important of the Rhenish varieties, is grown almost to the exclusion of all others. The best Moselles command extremely high prices. These wines, by reason of environment and handling, are the lightest in alcohol of all fine wines and are light in body as well; yet they are rich in flowery bouquet and have a spicy, stimulating quality, emphasized when they are young by their *spritz*, or tingling sharpness suggestive of sparkling wine.

The Moselle vineyards have a history from the 2nd century, but their acreage is not great. Back-breaking toil was required to create them, particularly on the steep slopes of the Moselle itself.

Vines, so precious that usually vineyards are parcelled among many peasant owners, grow on narrow terraces, one above the other. Much of the soil was carried up from the valley beneath; it is held in place by buttressed walls of masonry. Pieces of slate are set to reflect sunlight upon grape clusters.

Outside of Europe wine-growers sometimes use the name Moselle to distinguish certain of their white wines from their Rhine wine or hock types. Thus in the United States a pale-golden light-bodied wine may be termed Moselle though it lays no claim to being from the Moselle valley. (*See* WINE.)

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BURGUNDY WINES

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BURGUNDY WINES. *Burgundy*, as known throughout the world, is a generous, full-bodied, dry red table wine, stronger in flavour, body, bouquet and of deeper colour than claret. In France, by law, the term *Burgundy* can be applied to wines, both red and white, produced within the departments of the Côte d'Or, the Saône et Loire and Yonne, in the eastern part of the country, which were up to 1789 in the province of Burgundy. In most other wine-growing countries any red wines of Burgundy type may be labelled Burgundy if the labels state also their place of origin.

Wines entered Burgundy's history with the planting of Italian vines during Caesar's conquest of Gaul and developed for centuries under monks, but not till the 16th century did the term Burgundy wine become generally accepted. By that time the province of Burgundy had spread to include several viticultural districts, each with its own Burgundy wines.

The most celebrated of the French Burgundies come from a narrow series of hills known as the Côte d'Or, running south-by-east for about 36 mi. from Dijon. On these slopes, where the soil glistens like gold when exposed by autumn leaf-fall, the grapes are carefully tended in small vineyards divided into many individually owned plots. For red wines the Pinot noir, and for white wines the Pinot blanc and Chardonnay, are the most-favoured grape varieties; while on lower ground the Gamay is prevalent.

The vineyards in the northern portion of the Côte d'Or, called the Côte de Nuits, produce perhaps the finest of all red Burgundy wines. Some of those in the southern portion, called the Côte de Beaune, are famous for their white Burgundies as well as for some of their reds.

Further south, on the hills of the Côte Chalonnaise, the Côte Maconnaise and the Beaujolais, large quantities of both red and white wines are produced.

Chablis.—Further north, about midway between Dijon and Paris, in the department of Yonne, the town of Chablis gives its name to one of the best-known white wines in the world. *Chablis*, while entitled under French law to be called a Burgundy wine, is quite different from the wines of the Côte d'Or. Produced on only a few thousand acres around the town of its naming, it reaches the market as a wine of the palest amber with a slightly greenish cast; it is delicate and less tart than Rhine wines, to which it is often compared, and flinty-flavoured.

In most countries other than France wines from any other areas of the world may be labelled Chablis if they possess the characteristics generally attributed to Chablis and carry on their labels the true places of origin. Such wines may have as their base the Pinot blanc and Chardonnay grapes traditional for white wines in the Chablis district, but many other grape varieties also are used. (*See* WINE.) (H. A. Cw.)

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CLARET

CLARET is the type-name popularly applied to any dry, tart, light- or medium-bodied table wine of ruby red colour. Wines of this general type are the most widely-used mealtime wines in almost every wine-growing country. They range from high-quality wines, produced under ideal conditions from grapes of the noblest character, to very humble *vins ordinaires*, as common wines are called in France. They may rise to the challenge of many years of aging, improving all the while, or they may be at their best when fairly young.

The name originated with the English, to whom in the 12th century claret meant simply a red wine of lighter colour than the very dark wines of southern Europe. In the 12th and 13th centuries red and white wines were sometimes blended to produce claret. Gradually, however, the term came to be applied to the red wines of the Bordeaux vineyards, which were lighter in colour than those of the higher country toward the Pyrenees. When in 1152 the marriage of Henry of Anjou (later Henry II) and Eleanor of Aquitaine brought the whole of Aquitaine under English sovereignty, the merchants of Bordeaux acquired the rights of crown subjects; they used their privileges in London to promote the wine trade from Bordeaux at the expense of that from Rouen and elsewhere. Eventually an export tax was levied on wines at Bordeaux for the benefit of the king's house, and for this reason the English were encouraged to consume Bordeaux wines. Inasmuch as English rule over Aquitaine lasted three centuries, the use of Bordeaux red wines, or clarets, became firmly fixed. Claret is far now from the meaning of the French word "clairette," which refers to a white wine faintly tinged with red.

The greatest clarets of the Bordeaux region come, as a rule, from the two viticultural districts of Médoc and Graves, which lie along the left banks of the Gironde and the Garonne, respectively. There the best vineyards regularly yield wines capable of improving with age and in good years distinguished for their bouquet and balance. Even in these districts, however, there are many grades of clarets, ranging down through five official classes of better growths, or *crûs*, as determined by a jury in 1855, to such commoner ones as "bourgeois," "artisan" and "peasant."

Because in this region growing conditions vary widely from year to year, vintage years matter greatly to the producers of Bordeaux wines. Some of the most noted red wines grown in a favourable year in Médoc or Graves do not mature sufficiently to please the palate until they have aged ten years, and may improve steadily thereafter for a couple of decades or more. But even the most notable of them, grown in a poor year, may pass their zenith before they are seven. And many lesser wines, even in the good years, are sold to be drunk with meals much earlier.

The Cabernet Sauvignon, whose sweet, violet-odoured fruit grows in small, loose bunches, is the chief vine grown in the Bordeaux region to produce great clarets. However, nearly all vineyards have other grape varieties for claret, including the Carmenère, Gros-Cabernet, Malbec, Merlot and Petit Verdot.

Italy, Spain, Portugal and other countries of Europe have developed their own styles of claret, often from grapes nurtured through centuries on their own soils. In the newer lands, including the Americas, Australia and South Africa, adaptable grape varieties (transplanted from those countries as well as from the Gironde are used. Thus in California the Cabernet Sauvignon is favoured in those parts where it can be grown under ideal conditions but some other varieties are more widely employed, including the more productive Zinfandel, probably of Hungarian origin, which produces a fresh, fruity wine not usually given to long aging. (*See* WINE.) (H. A. Cw.)

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SHERRY

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SHERRY is an internationally popular appetizer wine, ranging in colour from pale to dark amber and characterized by its peculiar *rancio* or "nutty" flavour. Its name is an English corruption of Jerez de la Frontera, the town that forms the centre of the sherry-producing district of Spain. Sherry is sometimes classed as a dessert wine, but it is less sweet than such dessert wines as port and muscatel. A "dry" sherry normally contains not more than 2½% of natural grape sugar; a "medium," not more than 4%; a "sweet," "cream" or "golden" sherry, not over 7%.

Sherry begins as a white wine in which fermentation may have been checked by the addition of grape brandy before exhausting all of the natural grape sugar. In the Jerez and some other districts of the world a thin coating of film yeast is allowed to form upon the surface of the drier types of sherry, causing a mild secondary fermentation, or "flowering," which imparts the *rancio* flavour. When sherry does not undergo flowering its flavour and colour are achieved by aging the wine for extended periods in heated cellars or in casks exposed to the sun. After the *rancio* character is attained the wines age further at lower temperatures. In the Jerez district and in some wineries elsewhere an effort to maintain uniformity in sherry from year to year is made by blending newer wines with older through intricate *Solera* systems. In these the wine is taken for bottling from casks of older wine above which rest tier on tier of casks containing progressively younger wines. When a cask in a lower tier has been partly emptied it is replenished from the tier next above it. (*See* WINE.)

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SAUTERNES are golden white table wines, full-bodied and usually possessing some sweetness. They take their name from the Sauternes district near Bordeaux, in France. There the grapes are left on the vines until they have passed the stage of full ripeness; a wine mould called the *Botrytis cinerea* settles upon them, forming a feltlike mycelium or "mat" on the skins through which much of the water in the grapes evaporates. The result is a relatively high content of natural grape sugar.

The juice of the semidried grapes, after crushing, is fermented without the skins. Fermentation completes itself without having exhausted all of the grape sugar; if a sweeter wine is desired, fermentation is halted by addition of sulphur dioxide.

Sauternes produced elsewhere follow adaptations of these methods. Sometimes a wine maker using grapes lower in sugar will permit fermentation to run its course and later add to the wine, cleared of yeasts, some unfermented juice of the same grapes which has been kept apart in its sweet state.

Sauternes differ widely in sweetness. In the United States they range from "dry," with not more than 1.5% of grape sugar by weight, to "sweet," with as high as 6%. Even sweeter Sauternes are known. The terms "haut" and "château" are sometimes used interchangeably for "sweet"; but in France "haut" indicates better-than-average quality and "château" the fact that the wine was bottled on the estate where it was grown.

Traditionally Sauternes are produced by blending three grape varieties, Semillon, Sauvignon blanc and Muscadelle du Bordelais. This tradition is followed wherever these grapes can be successfully grown, as in some parts of California; elsewhere other grapes are used. (*See* WINE.)

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PORT WINE

PORT WINE is a rich, fruity, heavy-bodied sweet wine of the dessert class, usually deep red but sometimes tawny or white in colour. It has numberless variants throughout the world, depending on the varieties of grapes used, the manner of production, the time of bottling and the extent of aging.

Port was developed under English auspices in Portugal. In a treaty of 1703 the British gave preferential duty to Portuguese wines in exchange for free entry into Portugal of English woollens. The wines initially imported from Portugal were found too harsh and sharp to prove popular; but English wine merchants at Oporto discovered that by adding grape brandy before all the grape sugar had fermented out they could please the British taste with a wine that was sweeter. Thenceforth the English drank port increasingly; they sold it throughout the world.

Wine-growers in countries other than Portugal produce ports, stating on their labels the place of origin, but the United Kingdom under a treaty of 1916 with Portugal declines to admit any wine as port except that produced on certain quintas, or acreages in a 30 by 60-mile region of Portugal's upper Douro basin and shipped over the bar of Oporto; that is, from Oporto or its sister port of Vila Nova de Gaia.

In the terraced region thus recognized by the English about 70 grape varieties are cultivated, some because they yield wines of body and character, others because, when blended with these, they impart a deepness of tint which the English like in red ports. Generally 10 to 15 varieties are blended after picking. Fermentation is arrested, when the grapes still retain the desired amount of sweetness, by straining the juice and siphoning it into vats containing some grape brandy.

In the spring the new wines are borne in pipes by sailboat to shippers' lodges at the mouth of the Douro. Testers there decide whether the year's wine is good enough to be a "vintage Port," the highest type. If so, a portion is kept separate, allowed to age about two years in cask and then sent abroad, in most cases to England, for bottling and further aging.

Other ports are marketed as "crusted," "ruby" and "tawny." The last two are blends matured in wood, often as many as 30 ports together; the "tawny" is aged the longer, and as it is repeatedly clarified to remove sediment, it loses some of its red colour. Sometimes the designation "tawny" is applied to ports that owe their lightness of colour to the fact that they were produced from grapes not rich in tint. (*See* WINE.)

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Wine Institute
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Sample Talk to California Consumers Groups (Civic Clubs, etc.)

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VINEYARDS IN THE SUN

It is a pleasure to be with you today to talk for a few minutes about wine and about the great agricultural industry which produces the famous wines of California.

Frankly, I enjoy talking about wine. It is a subject that is almost enexhaustible. Hundreds of books and thousands of articles have been written on the subject and they are still coming off the presses. Millions of words have been spoken in praise of wine--and the end of all the talking and disputing about wine is not yet in sight.

We sometimes wonder about this deep and continuing interest in Wine. In this respect, wine is unique among all foods and beverages. Certainly, there have been few books and articles written on the appreciation and enjoyment of sweet potatoes or tomato juice and I, personally, have never heard of heated arguments on the relative qualities of various brands of milk.

The explanation probably goes beyond the fact that there are hundreds of different types of wine, each differing in some degree from all of the others, and that there are scores of uses for wine throughout the civilized world. The truth is that today, just as in ancient times, the presence of wine on earth still has an air of the mysterious about it. The wine that we enjoy on our dinner tables is the embodiment of an age-old miracle.

Wine is a gift to us from Nature. Wine is not made; it is grown. If a handful of grapes is crushed and the juice is left in a cup it will naturally turn to wine. Man's role in wine growing is simply that of guiding Nature as she changes grape juice into wine and seeing that she does her work to perfection.

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THE GRAPES OF NORTH AMERICA.

BY S. B. BUCKLEY.

U.S. Dept of Agriculture Report

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EDUCATING WINE SALESMEN

The main essentials required to deal with and overcome the practical difficulties of selling wine are:

1. KNOWLEDGE (research study)
2. CONFIDENCE (experience)
3. ENTHUSIASM (suggestion)
4. IMAGINATION
5. PERSONALITY (integrity)
6. ACTION
7. EFFICIENCY
8. GOOD SERVICE

With a combination of these, there is no such thing as difficulty and success is assured. They are worth considering seperately.

1. KNOWLEDGE: Can only be obtained by research and study. Hardly a day passes without some purchaser asking a salesman some information about wine, about the methods of production, the reason for certain differences between wines, the right temperature which they should be served, the suitability for various occasions, and the man who has plead ignorance cannot impress a customer without having mastered his subject. Every good salesman should know the principal facts of the process of making, maturing, and serving the wine he sells. That is the subject that the successful salesman should spend much time studying, for, in so doing, he will be equipped with that confidence-inspiring information so vital to successful selling. A salesman to be successful must know wine, and he cannot know it thoroughly unless he has seen it made or studied the process of its production and development. No salesman can be a success unless he knows what he is selling, who makes it, where it comes from, how it is produced, and how it is matured, etc., and all facts relative to the industry in general. Knowledge is one of the greatest factors in selling - if not the greatest.

The really practical man is he who, appreciating the value of knowledge, reduces it to a working basis.

2. CONFIDENCE:(experience) CONFIDENCE IS UNIVERSAL. Confidence is the common heritage of mankind and passes for legal tender among us all. Since human nature is emotional, we give and receive impressions and subconsciously learn to move our fellow men through sympathy, interest, and confidence. Confidence rests upon the ability to secure the attention. This can more readily be done if the selling equipment of the man is based on practical knowledge.

3. ENTHUSIASM: If a salesman has emotional interest in wine, and is an enthusiast, he imparts this feeling of enthusiasm to the purchaser, and thus causes reciprocal spontaneous emotional impressions (these, with the mental impressions already made upon the judgement of the customer by the salesman's skill and knowledge of his stock, his tact and courtesy, place him within a short step of influencing the will of the customer to have and to purchase.)

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METHOD FOR "IMPROVING" WINES.

In France and Germany several methods are in use for increasing the yield of wine or improving its quality. These are especially resorted to in unfavorable seasons, when the want of sufficient sun prevents the formation of enough sugar in the grape and the proportion of acid is high.

CHAPTALIZATION consists in neutralizing the excess of acidity in the must by addition of marble dust, and increasing the saccharine content by the addition of a certain quantity of cane sugar, which the vintners sometime replace by starch sugar. In this process the quantity of the wine is not increased, but it becomes richer in alcohol, poor in acid and the bouquet is not injured. It is used in Burgundy.

GALLIZATION, which was invented by a German, Dr Ludwig Gall, has for its object the production of a standard must, which shall contain a definite proportion of acid and sugar. This is brought about by the analysis of the must and the addition to it of water and sugar, the quantity to be added being ascertained by reference to tables.

PETIOTIZATION. -- This process, which takes its name from Petiot, a proprietor in Burgundy, is carried out as follows: The MARC from which the juice has been separated as usual by pressure is mixed with a solution of sugar and water, and the mixture again fermented - the second steeping containing, like the first, notable quantities of bitartrate of potash, tannic acid, etc., which are from being exhausted by one extraction. The process may be repeated several times, the different infusions being mixed. This process is largely used in France, and is said to produce wines rich in alcohol, of as good bouquet as the original wine, and of good keeping qualities. It is not allowed to be sold there, however, as NATURAL wine.

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